CLAIMS

1.   A method of identifying characteristics associated with a particular person, the method comprising the steps of:

storing transaction information associated with a plurality of different persons;

collecting product information from RFID-tagged items carried on a particular person;

correlating the product information with the transaction information; and

identifying characteristics associated with the particular person based on results of the correlating step.

2.   The method of claim 1, wherein the identifying step identifies demographics of the particular person based on the results of the correlating step.

3.   The method of claim 1, wherein the identifying step identifies the exact identity of the particular person based on the results of the correlating step.

4.   The method of claim 1, further comprising:

tracking the particular person as the particular person roams through roaming areas using the identified characteristics and the product information associated with the particular person.

5.   The method of claim 4, further comprising:

providing targeted advertising using information obtained from said tracking

step.

6.   The method of claim 1, wherein the product information includes at least one

of the following: a SKU number associated with a product and a unique serial

number identifying the product.

7.   The method of claim 1, wherein the RFID-tagged items include RFID tags

incorporated therein and carrying the product information.

8.   A method of tracking a person based on RFID-tagged items carried on the

person, the method comprising the steps of:

collecting RFID tag information from the RFID-tagged items carried on the

person;

associating the person based on the collected RFID tag information as the

person roams through roaming areas; and

tracking the person in the roaming areas based on results from the

associating step.

9.   The method of claim 8, wherein, in the associating step, the person is

associated with the collected RFID tag information without using any information about the exact identity or purchase records of the person.

10.   The method of claim 1, wherein the RFID-tagged items include RFID tags incorporated in the RFID-tagged items, said RFID tags carrying product information.

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11.   A system for identifying characteristics associated with a particular person, the system comprising:

a storage unit for storing transaction information associated with a plurality of different persons;

10   at least one RFID tag scanner for collecting product information from RFID-tagged items carried on a particular person; and

a correlation module, operatively coupled to the storing unit and the RFID tag scanner, for correlating the product information with the transaction information, and identifying characteristics associated with the particular person based on the

15   correlation results.

12.   The system of claim 11, wherein the correlation module identifies demographics of the particular person based on the correlation results.

13.   The system of claim 11, wherein the correlation module identifies the exact identity of the particular person based on the correlation results.

14.   The system of claim 11, wherein the correlation module includes a tracking unit for tracking the particular person as the particular person roams through roaming areas using the identified characteristics and the product information associated with the particular person.

5   15.   The system of claim 11, wherein the product information includes at least one of the following: a SKU number associated with a product and a unique serial number identifying the product.

16.   The system of claim 11, wherein the RFID-tagged items include RFID tags incorporated therein and carrying the product information.

10   17.   A system for tracking a person based on RFID-tagged items carried on the person, the system comprising:

        at least one RFID tag scanner for collecting RFID tag information from the RFID-tagged items carried on the person; and

        a tracking unit, coupled to the RFID tag scanner, for associating the person

15   based on the collected RFID tag information as the person roams through roaming areas, and tracking the person in the roaming areas based on the association results .

18   The system of claim 17, wherein the tracking unit associates the person with

the collected RFID tag information without any information about the exact identity

or purchase records of the person.

19.   A computer program product embodied on computer readable media

readable by a computing device, for identifying characteristics associated with a

particular person, the computer program product comprising computer executable

instructions for:

storing transaction information in associated with a plurality of different

persons;

collecting product information from RFID-tagged items carried on a particular

person;

correlating the product information with the transaction information; and

identifying characteristics associated with the particular person based on

results of the correlation.

20.   The computer program product of claim 19, wherein the computer executable

instructions identify demographics of the particular person based on the results of

the correlation.

21.   The computer program product of claim 19, wherein the computer executable

instructions identify the exact identify of the particular person based on the results of

the correlation.

22.   The computer program product of claim 19, further comprising computer

executable instructions for tracking the particular person as the particular person

roams through roaming areas using the identified characteristics and the product

information associated with the particular person.

5   23.   The computer program product of claim 19, wherein the product information

includes at least one of the following: a SKU number associated with a product and

a unique serial number identifying the product.

24.   The computer program product of claim 19, wherein the RFID-tagged items

include RFID tags incorporated therein and carrying the product information.

10   25.   A computer program product embodied on computer readable media

readable by a computing device, for tracking a person based on RFID-tagged items

carried on the person, the computer program product comprising computer

executable instructions for:

collecting RFID tag information from the RFID-tagged items carried on the

15   person;

associating the person based on the collected RFID tag information as the

person roams through roaming areas; and

tracking the person in the roaming areas based on the associating results.

26.   The computer program product of claim 25, wherein the person is associated

with the collected RFID tag information without any information about the exact

identity or purchase records of the person.

27.   The computer program product of claim 19, wherein the RFID-tagged items

include RFID tags incorporated in the RFID-tagged items, said RFID tags carrying

product information.